AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

1-14. (canceled).

15. (currently amended): A method of enabling a site server and a customer to share at least one of a contents encryption and a contents decryption key, the method comprising:

the site server receiving personal information of the customer, wherein said received personal information is sent by the customer;

generating a unique encryption key corresponding to the received personal information of the customer; and

transmitting the generated encryption key and a ~~content~~ computer-dedicated player, which reproduces downloaded content, to the customer.

16. (previously presented): The method of claim 15, wherein the personal information of the customer is generated based on a resident registration number of the customer.

17. (previously presented): The method of claim 15, further comprising:

storing the personal information of the customer and the encryption key; and

generating a customer database using the stored personal information and encryption key.

18. (currently amended): A method of enabling a site server and a customer to share at least one of a contents encryption and a contents decryption key, the method comprising:

the customer transmitting personal information of the customer; and

receiving a ~~content~~ computer-dedicated player, which reproduces downloaded content,

and a unique specific encryption key corresponding to the personal information of the customer.

19. (previously presented): The method of claim 18, wherein the personal information of

the customer is generated based on a resident registration number of the customer.

20. (previously presented): The method of claim 18, further comprising storing the

personal information of the customer and the encryption key.

21. (currently amended): A contents encryption method comprising:

receiving personal information of a customer, wherein said received personal information

is sent by the customer;

generating a unique encryption key corresponding to the personal information of the

customer;

transmitting said generated unique encryption key and a ~~content~~ computer-dedicated

player, which reproduces content, to the customer; and

encrypting contents using the encryption key.

22. (currently amended): A content decryption method comprising:

transmitting personal information of a customer, by the customer;

receiving a ~~content~~ computer-dedicated player, which reproduces content, and a unique

encryption key corresponding to the personal information of the customer; and

decrypting encrypted contents using the encryption key.

23. (previously presented): The method of claim 15, wherein the personal information

comprises a customer name.

24. (previously presented): The method of claim 15, wherein said received personal information is initially sent by the customer.

25. (previously presented): The method of claim 21, wherein said received personal information is initially sent by the customer.